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For Immediate Release:
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MAYOR PEREZ REMINDS YOU TO SLOW DOWN KEEP KIDS ALIVE DRIVE 25®

HARTFORD, CT - Mayor Eddie A. Perez announced on Friday, September 10, 2004 that his office will be partnering with a national safety campaign, **KEEP KIDS ALIVE DRIVE 25®**, to promote safe driving in Hartford, particularly in school zones. "Our children are precious," Mayor Perez said, "And we all should pay special care to slow down around schools, parks and in our neighborhoods." Over 500 special signs have been posted in visible spots on streets around schools that say "**Keep Kids Alive Drive 25®**" on one side and "**Proteja a Los Niños Conduzca a 25**" on the other side. In addition, Mayor Perez has asked Chief Patrick Harnett to institute vehicle checkpoints and increase radar monitoring, to further enforce traffic laws. During the announcement of the campaign, the HPD set up its mobile "traffic speed carts," which shows drivers how fast they are going and alerts them when they exceed the posted speed limit.

The Mayor's Office of Constituent Services and the Hartford Police Department both receive many complaints from residents about speeding, especially near schools. "I hope that raising awareness about the need to slow down to protect our children will mean that never again will one of our precious children be struck down by a speeding car," Mayor Perez added.

KEEP KIDS ALIVE DRIVE 25® was started by Tom Everson in Omaha, Nebraska in September 1998 as a way to help bring neighborhoods together to address the problem of speeding, and the message has begun to spread across the U.S. To date over 500 **KEEP KIDS ALIVE DRIVE 25®** initiatives have been launched in communities representing 43 states. The organization works with contacts in cities representing all 50 states as well as Canada, the United Kingdom, Australia, and India. These contacts include city officials, law enforcement agencies,

safety and health councils, fire departments, neighborhood watch groups and associations, PTAs, foundations, hospitals, insurance companies, congregations, car dealerships, etc.

Mayor Perez's office, in partnership with **KEEP KIDS ALIVE DRIVE 25®**, will be working with community groups and interested parents to promote the campaign. At the announcement of the campaign on September 10th, Ms. Sabrina Flintroy, a parent of student at West Middle School, said, "It's about time we paid more attention to the danger our children face every time they try to cross a busy street. I really appreciate the Mayor making it a priority to get the message out to slow down, especially in school zones. I'm afraid every day that my daughter will be hit by a speeding car."

For more information about the campaign, residents can call the **Mayor's Office of Constituent Services at 543-8500.**